



STEVENS BARON
communications, inc

1422 Euclid Avenue
Cleveland, Ohio 44115-1900
tel. 216.621.6800 • fax. 216.621.6806

News
For Immediate Release

Contact:

Ed Stevens, ext. 18
estevens@stevensbaron.com

American Association of Automatic Door Manufacturers (AAADM) Releases Additional Findings from its Consumer Research

The American Association of Automatic Door Manufacturers (AAADM) announces the release of additional findings from its recent consumer research study.

AAADM conducted consumer research with Survey Sampling, an online polling service, to learn about consumer perception and awareness of automatic doors and their attributes.

A total of 447 online surveys were completed with national consumers/users of automatic and manual doors. Participants represented a cross-section of men and women who reside in the United States, have an average family income and an average of two children per family. The surveys were also cross-tabulated to reflect the differences among frequent travelers, shoppers and those with children in college.

Additional findings include the following:

Of the 233 "frequent shoppers," respondents who shopped at a (non-Grocery) retail store five or more times per month, if given two identical businesses, 86 (37 percent) would definitely prefer to shop or stay at a business with automatic doors versus manual doors. One hundred twelve (48 percent) considered automatic doors a minimum level of service. One hundred eighty eight (81 percent) preferred sliding automatic doors versus swinging, bi-fold or rotating doors.

Of the 23 "frequent travelers," 5 respondents who travel outside their metropolitan area at least once per month, 85 (36 percent) would definitely prefer to shop or stay at a business with automatic doors versus manual doors, if given the choice between two identical businesses. One hundred twelve (48 percent) considered automatic doors a minimum level of service. One hundred ninety one (81 percent) preferred sliding automatic doors swinging, bi-fold or rotating doors.

Of the 38 "college parents," respondents who have children attending college, if given the choice between two identical locations, 14 (37 percent) would definitely prefer to shop or stay at the business with automatic doors versus manual doors. Seventeen (45 percent) considered automatic doors a minimum level of service. Thirty-three (87 percent) preferred sliding automatic doors to swinging, bi-fold or rotating doors.

AAADM is a trade association of manufacturers of automatic door systems. The association was founded in 1994 to promote the interests of the automatic door industry. AAADM offers training and certification for installers and service technicians as well as inspection of installations. The association also provides a strong support network to its members as they strive to improve technology and increase awareness of automatic door safety.

For more information, please contact the American Association of Automatic Door Manufacturers (AAADM), 1300 Sumner Avenue, Cleveland, OH 44115-2851. Phone: 216-241-7333; FAX: 216-241-0105; E-mail: Web site: www.aaadm.com.

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